



**HAWAII HOTEL & LODGING
ASSOCIATION**

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26th Anniversary
Are You Walking???
May 15, 2004
www.charitywalk.org

October 3, 2003

Aloha!

In the past year, a group of government agencies, companies and business organizations have partnered in the Green Business Program to assist hotel and lodging companies in improving their environmental practices. One of the areas we have focused on is promoting water conservation.

Each day, tons of detergent and millions of gallons of water are used to wash towels or linen that have been used only once. In addition, there is significant energy and labor costs involved with this cleaning. With Hawaii and much of the continental United States experiencing drought conditions, there is an increasing trend for properties to offer their guests the option of not washing their towels and linens each day. For example, a 313-room hotel in California used water conservation cards to give their guests the option of not washing their linens daily. The hotel saved 2 million gallons of water, 10,000 pounds of detergent and energy for 31 households per year. Think of the potential savings for Hawaii's 70,000 room lodging industry! Currently, only a fraction of Hawaii's properties offer their guests such an option.

The Partnership encourages you to consider implementing a water conservation card program and is willing to help support the implementation in your property. If you are interested, cards can be provided to your property at no charge. We have enclosed 2 designs that are available. DESIGN 1 has BOTH the towel and linen guest option on the front of the card and the same message, in Japanese, in back. This card is easy for your housekeeping department to use since there is only one card to distribute. In DESIGN 2, the message for towels and linens is on SEPARATE cards so that the towel card can be kept in the bathroom, while the linen cards kept near the bed. This card allows the towel or linen water saving message to be kept in close proximity to where the guest will decide to participate.

If you are interested in the cards, we recommend you choose the design that best fits your property and your operations. You can order the number of cards with your preferred design straight from the printer listed on the form. The printer will keep track of the number of cards ordered from your property and will bill the Partnership accordingly. We will instruct the printer to limit the number of FREE cards you receive to 2 sets for every guest room that you have. Depending on demand, the supply of cards may be limited, and therefore, availability is on a first come basis.

If you are not interested in the enclosed cards, we ask that you seriously consider implementing a program like this using cards customized for your property. The Partnership would welcome any property that uses water conservation cards, whether they are one of the enclosed designs or customized.

For properties that are rating conscious, we have contacted AAA and Mobil, the entities rating hotels. It is possible to keep a high 5 star or diamond rating with the water conservation cards as long as the property provides daily linen and towel change as part of their normal service and gives guests the option to deny that service (i.e., not change the linens and towels every day). This can be conveyed on a customized water card.

We ask that you seriously consider the water conservation card program as it has the potential to save your property money, make a substantial difference in Hawaii's water conservation efforts, and demonstrate your efforts to be a responsible corporate citizen. Through the implementation of this and other environmental programs, your property may also be recognized as a future Green Business. Finally, we cannot stress enough the importance of water conservation in Hawaii.

Please let us know if you are interested in any of these options by October 31, 2003. If you have any questions or concerns on this matter, please feel free to contact me at ☎: 923-0407, email: mtowill@hawaii-hotels.org

Mahalo & Aloha,

MURRAY TOWILL
President

Cc: Green Business Program – Hotel Industry – Water Conservation
Chamber of Commerce of Hawaii
Department of Business Economic Development & Tourism
Department of Health
Department of Land & Natural Resources
Hawaii Department of Water
Hawaiian Electric Company
Hilton Hawaiian Village Beach Resort & Spa
Honolulu Board of Water Supply
Kauai Department of Water
Maui Department of Water
Sheraton Hotels & Resorts Hawaii